

Appl. No. : 09/251,218  
Filed : February 16, 1999

perspective views of said first product by rotating said three-dimensional representation of the product;

at least one three-dimensional representation of a second product stored in said storage media, said at least one representation of said second product capable of illustrating multiple perspective views of said second product by rotating said three-dimensional representation of the product; and

a product display module operably connected to said storage media and configured to execute in said data center, wherein said product display module includes a definition of a product display screen accessible by said buyer terminal, wherein said product display module is configured to receive one or more requests to change a product presentation of said first product and said second product through said product display screen wherein said request comprises user-selected alterations of physical product exterior/interior options to create modified product presentations of said first and second products, wherein said first and second modified product presentations are stored as first and second stored product presentations, and wherein said product display module is configured to retrieve and simultaneously display said first and second stored product presentations comprising said user-selected alterations of physical product exterior/interior options in said product display screen by modifying said definition of the product display screen.

68. The system of Claim 67, wherein said first product and said second product are the same product, and wherein said first and second stored product presentations have different user-selected alterations of physical product exterior/interior options.

69. A product configuration display system comprising:

a data center having a microprocessor operably connected to a storage media, said data center configured to be networked with at least a buyer terminal, said data center configured to receive at least one request to change a product presentation from said buyer terminal;

at least one three-dimensional representation of a first product stored in said storage media, said at least one representation of said first product capable of illustrating multiple perspective views of said first product by rotating said three-dimensional representation of the product;